MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018/2019

BIS 2014– MANAGEMENT INFORMATION SYSTEM

(All sections / Groups)

24TH OCTOBER 2018
14:30 –16:30
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This answer scheme consists of **THREE (3)** printed pages including cover page.
2. Answer **ALL** questions in the answer script given.
3. Marks are shown at the end of each question.

ESSAY QUESTIONS (100 Marks)

There are FOUR(4) questions in this section. Answer ALL questions.

Question 1

a. With an aid of diagram explain Porter's competitive forces model, that helps companies develop competitive strategies using information systems (15 marks)

b. Explain how the value chain model can be used to identify opportunities for information systems. (10 marks)

(Total: 25 marks)

Question 2

a. Explain **ANY FOUR (4)** challenges of managing IT infrastructure and management solutions. (16 marks)

b. Define and describe software mashups and apps. (9 marks)

(Total: 25 marks)

Continue.....

Question 3

a. Explain how text mining and Web mining differ from conventional data mining. (12marks)

b. Define and describe business intelligence and business analytics. (7 marks)

c. Explain any **THREE (3)** major decision-making constituencies in an organization and describe the types of decisions each makes. (6 marks)

(Total: 25 marks)

Question 4

a. Explain traditional systems life cycle and describe each of its steps. (16 marks)

b. Identify and describe the security problems posed by cloud computing. (9 marks)

(Total: 25 marks)

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